

The Brixton Society

Understanding the Past, Looking to the Future

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Website: www.brixtonsociety.org.uk

Lambeth Planning,
(Development Management)
PO Box 80771,
London,
SW2 9QQ

Please reply to:

Alan Piper, RIBA,

[REDACTED]

[REDACTED]

APiperBrix@aol.com

3rd July 2024

For attention of:

Katherine Leftwich,

kleftwich@lambeth.gov.uk

Your ref:

24/01739/ADV

Our ref: ufm7(39)rtf

186 COLDHARBOUR LANE, SE5 – Advertising Billboard:

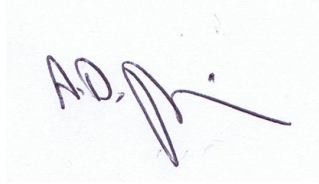
Dear Ms Leftwich,

In response to your recent letter about the above application, we **object** to this proposal, as explained more fully below:

1. This is described as an “advertising right” but this is not correct. The billboard does not relate to the business carried on at the premises. The covering documents confirm that the billboard is intended for general commercial advertising.
2. Practice over the past 50 years has been to discourage and remove this type of large panel advertising billboard, in order to enhance the environment and street scene. The proposal is counter to policy Q17B of the Lambeth Local Plan.
3. This is a sensitive location because intrusive advertising on the Pomfret Road flank of the premises will be distracting to drivers and cyclists approaching from the east. Specific hazards are the bus stops each side of Coldharbour Lane, just short of Pomfret Road, and then just beyond, the approach to the traffic lights at the junction with Herne Hill Road. The proposal would therefore be a risk to highway safety, counter to Lambeth Local Plan policy Q17A.
4. We always deplore the installation of advertising panels or street clutter prior to seeking planning consent. Enforcement action should be taken if the unauthorised installation is not promptly removed.

On a separate point, I am disappointed to see that your contact phone number was left incomplete on the letter sent to us, preventing early resolution of queries over timing or access to supporting documents.

Yours sincerely,



Hon. Secretary